

Reaching People

DEPARTMENT OF INFORMATION AND AGRICULTURAL JOURNALISM

October 1979

Involvement Spells Great Meetings

How do you spell "Great Meetings?" I-N-V-O-L-V-E-M-E-N-T! From square dancing to disco, from taffy pulling to T-grouping, from corn picking to corporate stockholders' meetings—whether you're a down-home squarebody or a sophisticated somebody—involving people with each other is not only an art, a knack, and a necessity, but the single most important ingredient to success in any enterprise.

We think it is especially true of meetings for any constructive purpose. But first—this one minute commercial:

Think of five activities *outside* the political process: a beach party, a pick-up touch football game, a frisbee contest, a harvest ball festival, or a surprise birthday party for someone you care for and love. When are any of these the most fun? When everyone gets a part in helping it come off. It demands thinking, planning, communicating, giving, sharing, participating, celebrating. All of these are remarkably positive, demanding, even exhilarating actions—the very opposite of *passive* activities. If you would be challenged, and we enjoy most friendly challenges, then you would be operating toward the top of your best creative, enthusiastic, cooperative self.

"But," says Truth breaking in, "meetings are a drag, a bore, a 3-hour toothache, a decided pain in the gluteus you-know-what. They never accomplish anything."

"Yes, they can be all that, and more," we candidly admit, not losing one iota of our calm self-assurance and naive determination. "But almost anything can be *made* lousy, or allowed to become lousy, or anticipated to be lousy, or remembered lousy, or predicted lousy—that's how self-fulfillment prophecies became famous. But they *needn't* be!"

Let's take a look. What are some recurring problems that give you the Ugly Dreadfuls, the Previous-Subsequent "Conflicting Engagement" Syndrome, the Steig To-Hell-With-It, People-Are-No-Damned-Good Complex?

Well, how do you get fresh ideas for good new programs? How can we get members to turn out for a meeting? Or get new members? And when we get them there, how do we prevent eternally prolonged discussions? How can we get the group to come to some decision?

There are no guarantees about what we suggest—otherwise we would be writing this from Martha's Vineyard, Costa del Sol, Vail, the French Riviera, or Cancun! But we do emphasize that meetings can be made infinitely more effective, dynamic, productive, and *even shorter*, if you will try a few, perhaps several, of the tips we suggest. Having done that, we will finish this irreverent piece with some specific examples of meeting brighteners and stimulators.

SOME POINTS TO CONSIDER

First there is something we hate to suggest—a word we hesitate to use—be-

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Don Wells
Program Director
Communication and Educational Aids

cause it is so overworked and greeted with a disdainful—UGH! PLANNING! But good planning is a must for any successful meeting so let's plunge into a couple of prosaic, everyday suggestions.

(continued)



Cecil Nelson Jr.

Let the secret out and not by rumor alone. That's publicity whether by media, by word-of-mouth, or by letter or phone. Too often we forget and at the last minute say, "Oh, my gosh, I forgot to let people know." So start a few weeks ahead and don't overlook obvious vehicles in your county.

Avoid "Jack-assed" arrangements (to coin an expression). This means having carefully considered, decent facilities, arranged well before the meeting. It means not zipping in and looking around a few minutes before proceedings are about to start. Poor lighting and ventilation, blocked vision, inadequate visual and audio equipment, inconvenient seating or seating a country block away, noisy adjacent activities—all these can shoot down an otherwise good meeting.

Decide what you want to accomplish specifically. That's the old objectives story again, but essential.

Follow the 5 W's and H of program planning (fooled you, you thought we were talking journalistic techniques didn't you). Make clear who does what, when, where, and how—and even why. Knowing why makes the task more acceptable for others.

Plan surprises but not a surprise party. Prepare your audience so they are thinking about the central subject—more money, happiness, health, etc. They're not going to come to a surprise party where the subject is unknown to them. BUT do arrange for change of pace, little surprises during the meetings that will keep the crowd and the leaders alert.

Give participants a good sendoff. Succinctly explain what the meeting is about. If you have a speaker, give him or her a good sendoff by an appropriate introduction that will set the stage. Build on the values, the strengths of both the speaker and the audience. They're all important.

TEN IDEAS TO TRY

And now back to a few ideas for INVOLVEMENT and "jazzing up" your meeting.

USE QUICKIES—Try a short talk (3 minutes or so) by a well-prepared enthusiastic participant, giving one good idea or illustration of a successful practice or idea. Intersperse a few of these with the rest of the menu (program) to give a change of pace.

STRETCH IMAGINATIONS—There are many little games or imagination stretchers you can use to get participation, involvement. One is the old nine dot exercise in which you ask the audience members to draw four straight lines through the nine dots . . . without lifting their pencils from the paper. The trick, of course is to draw the lines beyond the confines of the dots.

TRY BARTER—Yes, bartering is one of the best direct ways to stake out a problem, to gather a "needs assessment profile," or to hammer out differences of policy, planning, or a program. Boy, do you relate! It's literally give and take by directly comparing advantages and disadvantages in group discussion. For meetings of 25 or fewer people, try "buzz" groups of 4-5 barter-partners, and report back after 20 minutes. PRODUCTIVE!

INTERVIEW A FARMER, HOME-MAKER—Often participants at meetings are reluctant to formally present material. You can act as an interviewer and draw out the person(s) and still control the flow.

TAPE A MESSAGE—If you'd like the words and voice of an important and dynamic, unavailable speaker, tape the person over the phone or in person (with their permission, of course), and play the tape as part of the meeting. Remember, though that a minute or two of this is all the audience will tolerate. People tend to be poor listeners unless well-motivated.

DO AN ANN LANDERS—DEAR ABBY—All of us have received letters posing important questions. Use a letter or two as the basis for questions of the speaker or as part of your program.

REMEMBER ALPHA AND OMEGA—The beginning and the end. Some people start a meeting with a question or even an informal test. Then they close by repeating

the exercise to see what changes in knowledge and understanding have taken place. What we see here is the old learning principle of comparison and contrast. Here you compare and contrast such things as the sensing of actual experiences (at the meeting), the separating of impressions formed between the mood and the mind set at the beginning and the end, and finally the "synthesizing" of all that happened.

START WITH A BANG—Develop some device using sight and sound that focuses attention immediately on the meeting and its special objectives. It can be a provocative question or a visual or audio device. Be bold, be imaginative, be creative.

SURVEY THE AUDIENCE—You can survey your audience by mail or even with a short survey as they enter. Include a few controversial issue-oriented questions and then report results to the audience later in the meeting. They'll be waiting anxiously for it.

EMPLOY PHILLIPS 66—Phillips 66 is a discussion technique, not a gasoline. It is used with large groups to stimulate discussion. The group is divided into small groups of about six people. Each group comes up with a question or a recommendation for the speaker or the entire group to consider. This screens out the less important and still gets good questions and ideas.

Extension workers, perhaps more than any other group, know the devices, the tricks, for livening up their meetings. These few suggestions may trigger other ideas. Brainstorm and spin off from these. We know you have the ideas because at workshops we've conducted around the state the past couple of years, you've come up with them. We've put these together in a publication called, "77 Ideas for Creativity in Teaching." If you'd like a copy, write us at 433 Coffey Hall, 1420 Eckles Ave., University of Minnesota, St. Paul, MN 55108.

So use **involvement, change of pace and enthusiasm** and you'll have better meetings, for sure. ■

—Warren Y. Gore and Harold B. Swanson

Reaching People

is published in July, October, January, and April by the Department of Information and Agricultural Journalism which is also the Communication and Educational Aids Program Area of the Agricultural Extension Service, 433

Coffey Hall, 1420 Eckles Ave., University of Minnesota, St. Paul, Minnesota 55108. It is intended primarily as a communication resource for Minnesota county extension agents.

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Teleconferencing Is Link By Phone

Teleconferencing can be a convenient and economical way of bringing human resources together. Teleconferencing refers to meetings conducted via telephone lines between two or more groups of individuals who are physically separated by as little as a room or hundreds of miles.

The basic element of teleconferencing is a conference call. The conference call connects three or more phone lines, via conference bridge, allowing all participants to interact. The conference bridge is operated by the phone company allowing up to 30 phone lines to be connected. However, experience reveals that having more than 15 locations connected by this system can create excessive problems. By using amplified telephones, groups of people at each location can be involved in the interaction. The amplified phone requires a standard phone jack attached to the phone line and power from an AC outlet to run the amplifier. Microphones are included with the amplified phones and are higher quality than a regular phone thus producing clearer transmission.

The ability to provide effective, low-cost communication between groups throughout the state makes teleconferencing a very versatile tool. Teleconferencing can be used to conduct committee meetings, district staff meetings, create spontaneous brainstorming sessions, and with more planning and visual support it can

provide continuing education or inservice training programs and even conduct day-to-day business.

Moreover, teleconferencing is effective. With the proper planning and information design, all studies indicate that teleconferencing is at least as effective as face to face discussions.

The extension service is providing help with teleconferencing through the Communication and Educational Aids Program Area. Neil Anderson, teleconference coordinator, is available to consult with specialists and counties in planning, developing, and scheduling teleconferences.

PLANNING A CONFERENCE CALL

- State your objectives for the call.
- State what techniques or methods you plan to use to achieve them.
- List names of persons you would like on the call, their phone numbers, and towns.
- Set a time for placing your call.
- Estimate the length of the call.
- Contact all parties involved in advance. Inform them of the subject and establish the starting time, proper phone numbers, and availability of the participants.
- Mail out background and support materials if necessary.
- List anyone else who would be interested in the conference call results.

TELECONFERENCE COST

A May 1979 study of an Animal Science program showed that teleconferencing can be cost effective both in time and money. Three, 2-hour programs were conducted with six counties. The time it would take just to drive to destinations and do six live presentations, three times, would be 97.5 hours, while three teleconferences to six locations would take 7.5 hours. The estimated average cost to drive (specialists using their own cars), eat, and sleep would be \$500 for one series of programs and \$1,500 for three.

Assuming the counties had no previous installation of teleconference equipment, the first teleconference would cost \$610 but the second and third would only be \$143 each, totaling \$896. Savings can be realized in both time and dollars. A seven-county metro area half hour conference call runs about \$10. Where equipment and installation are involved with a large number of counties, costs can run into the hundreds. Each county participating in the telelecture program pays an annual fee of \$50. Counties participating in the conference calls share the cost of the calls.

SCHEDULING A CALL

When the time and participants have been confirmed, contact the conference operator. This can be done by dialing the regular operator and requesting the conference operator. Usually 1 week's notice or less is needed for confirming the conference bridge time. If changes (additions or cancellations) occur it is essential that everyone be notified.

CONDUCTING THE CALL

Shortly before the starting time the conference operator will call each phone number and ask for the person you requested. When all the participants have been contacted the conference operator will connect you to the call and take roll. This is your time and the conference operator's time to check to be sure everyone requested is on the line and can be heard clearly. If you have a hard time hearing anyone, say so. If it is still not satisfactory, ask the operator to call that phone number again. A clearer connection should result. When the roll has been completed to your satisfaction, the billing for the call will begin.



Dave Hansen

(continued)

Remember conferencing by phone is very similar to a face to face setting. The participants can't see your smile but they surely can hear it! Research studies have shown that a warm personalized atmosphere leads to greater satisfaction with teleconferencing.

Teleconferencing is an existing, effective, and cost efficient technology. It can be used right now! Plus it is a developing technology. Research is being done on new systems that are more consumer oriented. One new system that has been made available is direct dial conference calls using the touch tone phone. This

system allows you (in phone company language) to access a mini conference bridge and punch in up to six other phone numbers.

With the price of gasoline rising and budgets being curtailed, more effective economical methods of communication are needed. With proper planning and a little imagination, teleconferencing offers an excellent communication alternative.

(Neil Anderson is located in Room 442 Coffey Hall, 1420 Eckles Ave., University of Minnesota, St. Paul, MN 55108 telephone 612-376-3365.)■

—Neil Anderson

WEEKLY SHOW. If you have regular listeners to your weekly radio program, you may want to mention the meeting during your program. However, keep in mind that you are probably talking to a specific audience. *PSAs are often more effective because they are played several times during the broadcast day and consequently reach a greater cross section of the audience.* But, PSAs should only be used when you want a large crowd to attend.

RADIO-TV COVERAGE OF THE MEETING. If you want to extend the information presented at your meeting to a larger audience than could possibly be there in person, invite reporters from local radio and TV stations. A special letter or phone call a few days in advance outlining the program works well in getting media people to attend. Keep in mind, however, that radio and TV people may not want to stay for the whole meeting. They might, for instance, want to simply drop in for a quick interview or two and leave. You should anticipate ways to handle this in advance or be prepared for possible commotion in the meeting.

Another way to obtain radio-TV coverage of a meeting is to do the news report yourself. You can call the radio station the night of the meeting or the following morning with a short report. Radio stations want immediate information. For more information on calling in news reports to radio stations, refer to chapter 4 of the ACE COMMUNICATIONS HANDBOOK.■

—Sam Swan

Radio/TV

Using Radio and TV to Promote Meetings

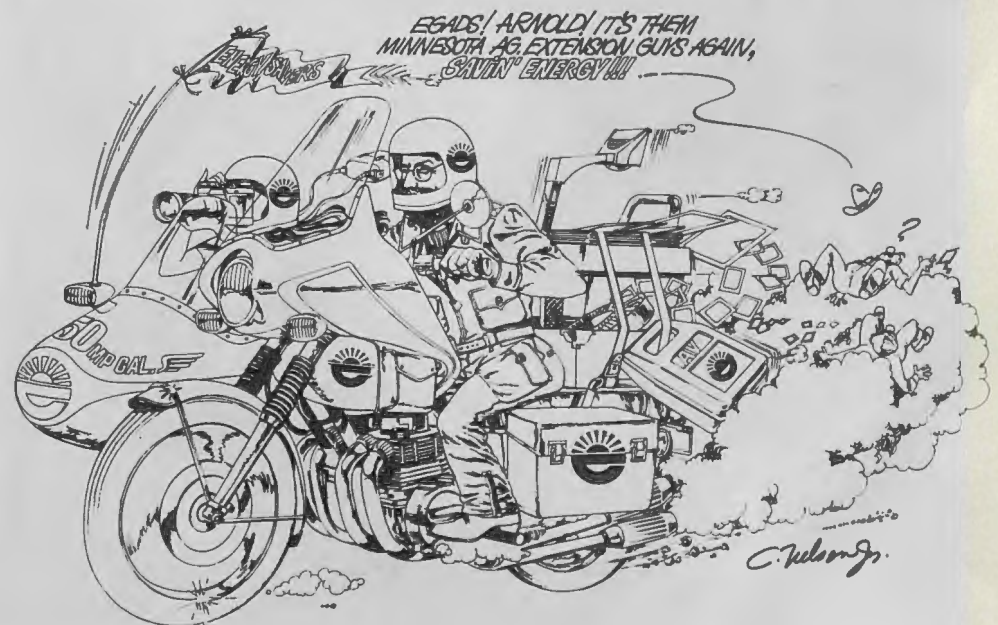
If you've gone to a lot of trouble and spent a lot of time preparing for an important extension meeting, you certainly want people to attend. Probably the most effective way to attract a large crowd is through a radio-TV promotional effort. There are essentially three ways to use radio and TV effectively: news release, public service announcement—known as PSA, or special mention on your weekly radio or TV program.

Here is a caution. Remember that promoting a meeting on radio and television can often result in *more* people attending than you can realistically handle. The best thing to do is to determine the maximum number you can handle at the meeting. Then, determine which individuals from the county *should* attend. If you are conducting a specialized meeting for a rather small group of poultry farmers, you may wish to write all of them letters of invitation, followed up with a mention on your weekly radio program. If you are planning a meeting, workshop, event, of *general* interest to a wide segment of people and you want a large crowd, using radio to promote the event will probably result in greater attendance.

NEWS RELEASE. You may want to write a short news release about 10 days ahead of the meeting and send it to the station for use on their newscasts or bul-

letin board programs. The disadvantage of this approach is that the station is likely to use the material only once or twice.

PUBLIC SERVICE ANNOUNCEMENT. The most effective way to use radio is to write and record a 60 second PSA inviting listeners to attend the meeting. The PSA should be well written and in the first person. Think of a "catchy" introduction to get audience attention in the first few seconds. Be sure to highlight the important features of the meeting, and make sure that you give the time and place of the meeting twice in the message.



Check Out Talk of Many Things

There's a new way of providing stimulating listening for your county audiences. Panel discussions, as presented on KUOM's "Talk of Many Things" radio show, are available for use in meetings or can be checked out by individuals. The half hour cassettes cover a variety of topics.

A lending library approach to education can be very effective. We'll make your county a cassette copy of the programs of your choice. List these cassettes in your newsletters and mail the cassette to the client's home to save their energy costs.

Topics already on cassette include (in boldface, the general subject heading and between punctuation marks, each is a separate program): **child rearing** self esteem, discipline, teen-age pregnancy, competition, television and children; **family**

life life styles, housing, family living, anger, stress; **healthy living** nutrition, weight control, drug and food costs, additives; **community concerns** power line, small farms, country living, volunteerism, telephone counseling in metro area; **horticulture** vegetable gardens, dutch elm disease, general horticulture.

New shows are being planned on urban erosion, inflation, 4-H urban programs, adult development, food safety, small businesses, strengthening families, dual careers, labeling, health in the workplace, career burnout.

If these topics fit into your interests, send a note requesting the cassette topics to Janet Macy, 431 Coffey Hall, 1420 Eckles Ave., University of Minnesota, St. Paul, MN 55108. There is a \$1.50 charge per cassette.■

—Janet Macy

particularly well informed on the process by which printing budgets are established and monitored.

Each fall, extension administrators establish printing budgets for each program area after the staff has identified needs and completed plans of work. In recent years the process has proven difficult and demanding—a task involving considerable discussion and debate among administrators. However, many staff members exist within one or more of the program areas.

The annual allocation for printing is made to each program area and its program director is responsible for approving manuscripts throughout the year based on established program priorities and on specialists' requests in their annual plans of work. And unplanned items continually tug at their already strained budgets. This is the process that most extension material goes through.

Special projects like EFNEP, Integrated Pest Management, and Dutch Elm Disease have special funding and do not compete with items in the general budget. In addition, the experiment station funds about 25 technical publications by research scientists each year; these are distributed to counties and libraries. However, the extension and experiment station budgets and programs are separate—not one and the same. Confusion over this distinction often sets agents wondering why something, apparently esoteric, gets published while other items, more important from the county point of view, do not. This office receives complaints regularly (from many quarters in the extension system) saying that individual priorities are neglected and fundamental inequities exist.

Perhaps that's true, but publications cannot continue to try to carry the bulk of the burden. Administrators faced with trying to give each individual his or her fair share, while also trying to make sure that program priorities are well funded, inevitably face tough decisions and considerable criticism.

It is impossible to be responsive to all things; attempts often result in more confusion. For instance, imagine slashing the quantity of one publication just to produce another equally important publication on a shoestring budget. Neither author is happy and quantities probably fall short of county demand. Or imagine holding up one publication while another is produced in quantity. One author remains offended, and while the county offices may be happy at receiving an

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Word Power

"Fighting Inflation"

When most people think of inflation, they think of their pocketbooks. But it is also a problem common to writing. Almost everywhere you look today—in newspapers, magazines, and books—you can find examples of "inflated" or overly wordy prose. Some writers equate more words with better or more credible writing. Usually, though, more is not better. Those extra words tend to cover up rather than clarify the author's message. The best writing is crisp and concise.

Here are some examples of "inflated" expressions, along with some ideas about how they might be rewritten to read more clearly. Watch for them in your own writing.

Expression	Rewritten
At the present time, at this point in time	at present, now
By means of	by
During the course of	during
In view of the fact that	inasmuch, because
In order to	to
Small in size, rectangular in shape, red in color	small, rectangular, and red
tenuous in nature, etc.	tenuous ■

—Linda Camp

Familiar Lament from a County Agent

A familiar lament from a county agent: "Why can't you print a supply of that publication? You send us stuff we don't need, and we have trouble getting what we do!"

We have all been warmed by fires we did not build, so goes an old saying. When looking at the publication situation, many agents appear to feel they've been burned by those fires they did not build.

Traditionally, publications have been the backbone of extension's communication program. Specialists usually say "publications" before anything else when asked what they need to effect program goals and reach audiences. So too, do most agents. With travel allotments cut that sentiment continues.

However, times have changed, and the backbone threatens to break. Audiences have grown and are more diverse than they once were. As printing costs have soared university budgets have retrenched. As extension has addressed itself to more situations and to more people, the staff has grown, but not as quickly as the needs have surfaced. The net effort is that the old system still tries to do what it has always done, only it's attempting to do a lot more with a lot less. A helter skelter effect often results in feelings of failure and frustration. Meanwhile no one seems

News

Meeting Stories for Newspapers

All of you have probably written advance meeting stories designed to get people to a meeting or remind them of it.

They're easy to write, but you can do a few things to make the meeting story a bit more relevant *and* make it look different from the typical meeting story.

You can lead off with the main purpose of the meeting, or main business to be discussed. If there's to be a speaker, you can lead your story with the speaker's name or subject.

Example: White County 4-H junior leaders will learn how to conduct a good meeting at their next session. Or . . .

An expert on conducting good meetings will be the guest speaker at the next White County 4-H junior leaders meeting. She is Jane Doe, from the state 4-H staff in St. Paul.

With either of these story leads, you need to follow with the meeting essentials, such as date, time, and location.

Coverage (followup) stories after the meeting can give your event extra exposure for people who didn't attend. They can also reinforce some of the main topics

covered at the meeting for people who attended and read about it in the newspaper later. Don't you like to read in the newspaper about a sporting event after you've attended? I do, and the same concept can apply to coverage stories of your meetings.

One of the best ways to obtain this coverage in the newspaper is to invite a reporter to cover the meeting. Local newspapers won't have time to cover all your meetings, so be selective. You can encourage them to cover what you consider more important meetings with wide interest.

Of course, you can do coverage stories yourself. When you do, emphasize the important things that happened at the meeting, not the fact that the meeting was held.

Example: Think of "pricing" your grain instead of "selling" it. That's what White County farmers heard University of Minnesota extension economist Paul Hasbargen say last week . . .

Not . . . About 50 area farmers heard a very interesting and informative session on grain marketing last week. . . ■

—Jack Sperbeck

ized group or agency? Probably so, according to University of Wisconsin Agricultural Journalism research reported in the winter 1978 *Journalism Quarterly*. For example, media may evaluate a story higher if it indicates that John Smith of the University of _____ has advice rather than John Smith, specialist (unidentified) has advice.

Personally I think we have an obligation to identify the source of any statements we make, publications we print, or programs we present. People have the right to know. Let's not hide our identity in small type or in an inauspicious place or by fading into the woodwork as far as identity with programs is concerned. We're a prestigious organization.

By all this I don't mean that you need to trace back to the original source. Sometimes you may want to, but the county extension staff itself is a reliable source and will give prestige to the message. But identify yourself.

DOES PACE AFFECT INTEREST IN RADIO BROADCASTS?—Research clearly shows that content or relevance of a message is by far the best predictor of listener interest. Such things as background music, recording fidelity, voice characteristics may also affect interest.

The Wisconsin Department of Agricultural Journalism tested another aspect called pace. They tested two approaches: interspersing an interview with several questions, and opening with a single question and allowing the interviewee to go ahead with all the information and recommendations without interspersing questions. There was no difference in listener interest between the two versions. So set your program up in the format best for you and your guest. It will vary with people.

AN AGENT'S HINTS ON NEWS, RADIO COPY—Dick Herman, South St. Louis County Director, broadcasts regularly on KDAL, Duluth. In his work he sees hundreds of mail announcements. Here are some of Dick's hints for better reception from the media.

- Neatly type or handwrite addresses on envelopes. A gummed label is almost certain for the waste basket.
- Direct your material to a definite person, perhaps with a note.
- Handwrite a note on the material occasionally, indicating special emphasis. There should be some ink on the inside whether it be signatures, a special note, or what have you.

Communication Scene

Take Deeper Look at News Sources

WHERE DO FARMERS GET INFORMATION?—Many studies have asked farmers the source of their information on farming technology, marketing, weather, etc. Farm magazines usually come out ahead on the technology and the electronic media on weather and markets. But all of this is deceiving. Really what is being answered is through what **channel** (method or media) do farmers get information? Recent studies have gone deeper. For example, a national study for USDA by Gary Vacin, Kansas State University,

indicates that the farm magazines get a substantial part of their information from extension and experiment station workers. Thus the source frequently is the land-grant college-USDA educational and research system, not the media. The media are an important (increasingly so) channel for getting out this information. Unfortunately, however, too many people do not recognize that the source is our system. Perhaps a reminder once in a while would be helpful.

TELL YOUR SOURCE—AND BE MORE ACCEPTED.—Will your news copy mean more if you identify the person you quote with a source representing an organ-

- Make your articles complete. With some extension articles the reader or listener would have a hard time knowing what to do.
- Occasionally express your thanks with a note or comment to people in the media.
- Consider all outlets. In our plans of work we have commitments to this, but we've missed many opportunities.

Dick has expressed some important points here and he talks both as a county agent and as a person who uses other's material for radio and other media. Thanks, Dick.

SAM SUPERIOR OR PETER PLODDER—To sell the corn insecticide, Bigfoot Lorsban, Dow Chemical Co. and its advertising agency D'Arcy-MacManus and Masium studied their potential audiences through what they call belief dynamics.

They collected and analyzed data on the beliefs of potential farm customers. The result was the classification of farmers into four groups: Sam Superior, Melvin Manager, Alvin Average, Peter Plodder. I suspect that the classifications may be roughly similar to those familiar terms in extension—innovator, early adopter, early majority, late majority, and laggard. . . . The point is when industry markets, it knows its audience and pinpoints or targets its efforts to the specific audience for the specific objective.

HOW EFFECTIVE ARE YOUR COMMUNICATIONS?—There are no easy answers. Later in *Reaching People* we'll talk more specifically about ways to evaluate, but here's a quick look at a few methods you may want to try.

The Process—Here we are talking about the time you spend, cooperation between people involved, selection of your audience, media, methods, themes, etc. One of the better ways of evaluating is for staff to sit down and talk over their efforts and how they could be improved. Another way is to make an actual count of activities—material produced, meetings, consultations, etc. Sounds a little "MEMISie" doesn't it. But it is evaluation right at hand.

The Quality—Here you can ask for outside appraisal by specialists in the area, media personnel, your own extension committees, etc. Several agents have signed up for Professional Development Offering No. 0110A, offering an appraisal of their efforts. Or you can rely on volunteered reactions from your audience when they say they like (or dislike) your effort. Or you can be a bit more scientific and

solicit reactions from a small sample or panel of your clientele.

Meeting Your Objectives—Here again you could rely somewhat on volunteered reactions or a sample of your audience. To be more scientific you could conduct a small scale study to get ideas from either (potential or actual audiences) or you could actually conduct controlled experiments to assess actual impact. Obviously most agents and other extension staff simply don't have the time or resources to conduct many (if any) studies. However, there are opportunities both in planning your programs and then evaluating them after you've completed them.

So you can evaluate but you have to consciously plan your efforts to do a good job. ■

—Harold B. Swanson



AV Notes

Telelectures Keep Pace

Telelecture season is already underway, but there is still time for you to get involved. Telelecture in the 80's is changing: specialists old and new with new topics and techniques; more involvement with the specialist and the audience. Listen for things like Buzz Groups, Reactor Panels, Role Playing, Demonstrations, Question and Discussion Periods, Case Studies, and Brainstorming to add variety to programs. Here is a list of programs being offered. If any sound interesting to you or your clientele, call Neil Anderson at (612) 376-3365 right away. He will get you involved.

Planning Law and Administration Workshop Series—Bob Snyder

Eight 2-hour sessions Thurs., 8 p.m.
Months and date: 11/1; 11/8; 11/15;
11/29; 12/6; 1/10; 1/17; 1/24.

Indoor Gardening: Care of House Plants—Deborah Brown; 11/13 Tues., 8 p.m.

Basic 4-H Photography—Don Breneman and Dave Hansen; 2/5 Tues., 8 p.m.

Advanced 4-H Photography—Don Breneman and Dave Hansen 3/4 Tues., 8 p.m.

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ample supply of one, that euphoria falls flat at the prospect of doing without the other. And too often this confusion begs the target question of whether a program need can best be served with a publication.

Answers are hard to come by. Instead I offer a few predictions:

- Publication budgets will continue to be tight.
- More clearly defined publication priorities will be established.
- While monitoring budgets, administrators will establish tighter financial guidelines for subject matter and communication specialists.
- Alternative methods for reaching extension audiences will be explored and developed.

Advances in communication technology as well as a changing milieu mean adjustments for extension. We're all in this process together; chances are we'll be burned by a few fires before we can get one built that gives warmth, satisfactorily, to everyone. ■

—Gail McClure

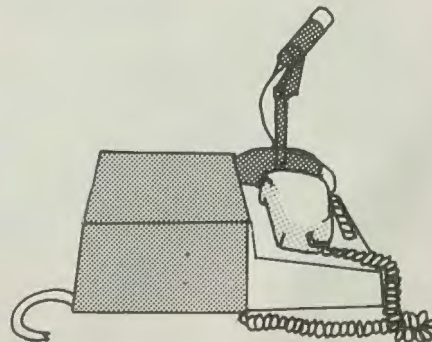
Pruning Trees and Shrubs—Merv Eisel 3/4 Tues., 8 p.m.

Selecting Trees, Shrubs, and Evergreens—Merv Eisel; 2/19 or 3/18 or 3/25 all 8 p.m.

Landscaping for Minnesota Homes—Jane McKinnon; 3/4 Tues., 8 p.m.

Trees for Minnesota—Jane McKinnon 4/8 Tues., 8 p.m.

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4-H International Program—Dave Pace

2/28 Thurs., 8 p.m.

All About Horse Feeding and Horse

Feeds—Robert Jordan

2/14 Thurs., 8 p.m.

Current Food and Nutrition Contro-

versies—Isabel Wolf

2/21 Thurs., 1:30 p.m.

Drying Foods at Home—Isabel Wolf

4/15 Tues., 1:30 p.m.

Pickle Making—Isabel Wolf

5/28 Wed., 1:30 p.m.

Home Lawn Care—Ward Stienstra

4/16 Wed., 8 p.m.

Plant Disease Control in Home Landscape

and Lawns—Ward Stienstra

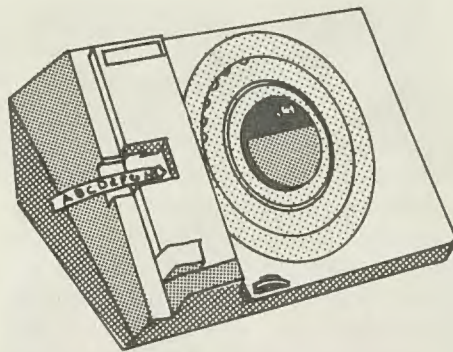
4/9 Wed., 8 p.m.

Wild Fruits of Minnesota—Leonard Hertz

4/17 Thurs., 1:30 p.m.

Promotion is a big part of any program. One idea for telelectures would be to invite a reporter from your local paper to sit in on a class or series of classes for a feature story. Send the editor a copy of the program and a short memo a couple of weeks before the class suggesting it might be interesting to cover. ■

—Neil Anderson



An Inexpensive Headliner!

Type seems to be a weak link in county offices' ability to make professional-looking visuals. Typewriter type is too small for overheads and needs to be supplemented on newsletters and slides. Hand lettering rarely looks professional. Transfer lettering is time consuming, impractical for large quantities, and it can't be used in the Thermofax for making overheads. Buying type from commercial typesetters or installing your own equipment is prohibitively costly.

Now 3M has developed a simple and fast lettering machine that makes clean, sharp, perfectly aligned and spaced letters at the press of a button. Reusable letter discs set type in one of several styles and

sizes from 1/8 to almost 1/2 inch tall. Words are printed on a pressure-sensitive strip that is usable for overhead masters, newsletter heading (printed offset or mimeo with an electronic stencil maker), slides, labels, name tags, and anything else where type is needed.

Although initial costs may seem high, this is the least expensive, most practical headlining equipment we have discovered, and looks as if it were designed with the county offices in mind. The 3M Lettering System is available in three models: total costs could range from under \$500 for the budget priced model, one lettering disc and a few rolls of lettering tape (which would be very adequate for most county offices); up to \$900 for the most expensive model, 3 lettering discs, and some tape.

If this sounds like something you could use, and may be able to fit into your budget, Karen Lilley of the Extension Art Service will be glad to advise you on the best equipment for your purposes. Write her at 440 Coffey Hall, 1420 Eckles Ave., St. Paul, MN 55108 or call (612) 373-0712. It will pay for itself in time saved and increased credibility for your visuals and newsletters. ■

—Karen Lilley

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